

Rep Order# 8852557 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 9:51 AM
Last Received: 08/17/2012 7:34 AM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () OBAMA, BARACK
Product OBAMA/PRES/DEM
Estimate# 1621
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1621
Flight Dates 08/17/2012 - 08/23/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TH	5A-6A	8 NEWS NOW AT 5AM	:30	\$900.00	08/20-08/23	1	1	1	\$900.00	
	2	M-TH	4A-459A	8 NEWS NOW AT 6AM	:30	\$75.00	08/20-08/23	2	1	2	\$150.00	
	3	M-TH	7A-9A	CBS THIS MORNING	:30	\$900.00	08/20-08/23	1	1	1	\$900.00	
	4	SU	530A-6A	WALL STREET JOURNAL REPORT	:30	\$100.00	08/19-08/19	1	1	1	\$100.00	
	5	SU	6A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$440.00	08/19-08/19	1	1	1	\$440.00	
	6	M-TH	12P-1230P	8 NEWS NOW AT NOON	:30	\$650.00	08/20-08/23	1	1	1	\$650.00	
	7	M-TH	3P-4P	ELLEN	:30	\$800.00	08/20-08/23	1	1	1	\$800.00	
	8	M-TH	4P-5P	8 NEWS NOW AT 4PM & 430PM	:30	\$900.00	08/20-08/23	2	1	2	\$1,800.00	
	9	M-TH	5P-630P	8 NEWS NOW ROTATION	:30	\$1,250.00	08/20-08/23	2	1	2	\$2,500.00	
	10	M-TH	630P-7P	INSIDE EDITION	:30	\$900.00	08/20-08/23	1	1	1	\$900.00	
	11	M-TH	7P-8P	ET/INSIDER	:30	\$1,000.00	08/20-08/23	1	1	1	\$1,000.00	
	12	SA	7P-8P	ET WEEKEND	:30	\$250.00	08/18-08/18	1	1	1	\$250.00	

8/17

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	13	M-TH	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$650.00	08/20-08/23	1	1	1	\$650.00	

--REPORT TOTALS--

Report Totals: 16 / \$11,040.00

--SALES MONTHLY TOTALS--

Aug 12: 16 / \$11,040.00

Sales Totals: 16 / \$11,040.00

Station Totals: 16 / \$11,040.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$138,000	CABL	0%	KLAS	8%	KSNV	31%	KTNV	28%	KTUD	3%
		KVCW	3%	KVMY	3%	KVVU	24%	UNKN	0%		

--COMPETITIVE COMMENTS--

SHARES ARE ESTIMATED

Books null
Demos RA35+